

AN ORDINANCE 99721

AUTHORIZING THE AVIATION DIRECTOR TO RENEW CONTRACTS, AS THEY COME DUE, FOR PLACEMENT OF SAN ANTONIO INTERNATIONAL AIRPORT INFORMATION AND DIAGRAMS IN LOCAL AND SURROUNDING COMMUNITY TELEPHONE DIRECTORIES PUBLISHED BY SBC COMMUNICATIONS, VERIZON, SPRINT, DOUBLE D, AND KERRVILLE TELEPHONE COMPANIES; AND AUTHORIZING PAYMENT OF AN AMOUNT NOT TO EXCEED \$57,000.00 FOR THE PLACEMENT OF THESE ADVERTISEMENTS.

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WHEREAS, there is a need on the part of the patrons of the San Antonio International Airport for information, including diagrams of the layout of the airport, airline gate locations by terminal buildings, telephone numbers and other similar information; and

WHEREAS, surveys show that the San Antonio air service market consists of a thirty (30) county area with a population base of approximately two million inhabitants, stretching from Fredericksburg in the north to Laredo in the south, and from Del Rio in the west to Beeville, Cuero and Lockhart in the east; and

WHEREAS, the San Antonio International Airport actively competes for business in this service market with other area regional and international airports; and

WHEREAS, by providing this information in the telephone directories of local communities, the public in this extended service market will be encouraged and assisted in making full use of the San Antonio International Airport thereby increasing passenger demand and satisfaction; and

WHEREAS, by providing this information to individuals in this extended service market, the City of San Antonio will increase the San Antonio International Airport's exposure to potential travelers, and businesses marketing to area travelers, and will ultimately benefit the City of San Antonio by these travelers choosing the San Antonio International Airport over another in the competing market; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The Aviation Director or Assistant Aviation Director is hereby authorized to execute standard contracts with SBC Communications, Verizon, Sprint, Double D, and Kerrville Telephone Directories for the placement of information in approximately 28 local and surrounding community telephone directories for a total expenditure not to exceed \$57,000.00. A list of the directories which have been selected is attached hereto as "Attachment 1".

SECTION 2. Funds in the amount of \$57,000 are authorized to be encumbered in Fund 51-001000 (Airport Operations Fund) in Index Code 348664 entitled "Advertising and Publication"

and made payable to a contingency vendor for placement of Airport information in local and surrounding community telephone directories.


SECTION 3. The financial allocations in this Ordinance are subject to approval by the Director of Finance for the City of San Antonio. The Director of Finance may, subject to concurrency by the City Manager or the City Manager's designee, correct allocations to specific index codes and fund numbers as necessary to carry out the purpose of this Ordinance.

SECTION 4. This Ordinance shall be effective on and after the tenth (10th) day after passage hereof.

PASSED AND APPROVED this 16th day of September, 2004.


MAYOR
EDWARD D. GARZA

ATTEST: 
City Clerk

APPROVED AS TO FORM: 
for City Attorney

Agenda Voting Results

Name: 15. 99721

Date: 09/16/04

Time: 02:09:45 PM

Vote Type: Multiple selection

Description: 15. An Ordinance authorizing the Aviation Director to renew contracts, as they come due, for placement of San Antonio International Airport Information and Diagrams in local and surrounding community telephone directories published by SBC Communications, Verizon, Sprint, Double D, and Kerrville Telephone Companies; and authorizing payment in an amount not to exceed \$57,000.00 for the placement of these advertisements. [Presented by Kevin Dolliole, Director, Airport; J. Rolando Bono, Deputy City Manager]

Voter	Group	Status	Yes	No	Abstain
ROGER O. FLORES	DISTRICT 1		x		
JOEL WILLIAMS	DISTRICT 2		x		
RON H. SEGOVIA	DISTRICT 3		x		
RICHARD PEREZ	DISTRICT 4		x		
PATTI RADLE	DISTRICT 5		x		
ENRIQUE M. BARRERA	DISTRICT 6		x		
JULIAN CASTRO	DISTRICT 7		x		
ART A. HALL	DISTRICT 8		x		
CARROLL SCHUBERT	DISTRICT 9		x		
CHIP HAASS	DISTRICT_10		x		
MAYOR ED GARZA	MAYOR		x		